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Will the Future of the Workplace be Found in the Metaverse?

COVID-19 caused nations to utilize mass telemarketing technologies. Many companies are still concerned about the quality of productivity employees will complete by working from home; no matter how concerned employers continue to be, many companies are not facing the hard truth. Productivity did not decrease due to remote work. The rise of telemarketing technologies has helped create platforms for team collaboration despite an employee's geographical location. (Euronews and AFP, 2022)

We are witnessing advantages while shifts in the workforce occur internationally. These include reduced office space usage, a reduced commute if any at all, and healthier lifestyles due to a stable a work- life balance. According to [Dell Technologies](#), the pandemic permitted companies to adapt to digital advancements in order to survive in our new workforce by embracing hybrid onsite work models. (Leesa-Nguansuk, 2022)

Will companies get ahead of the learning curve by adapting before it's too late?

One Japanese tech company hopes to see this new model implemented now and forever, as they envision the benefits for the long term. Fujitsu's Chief of Human Resources Officer Hiroki Hiramatsu goes on to mention his views on the benefits from

the digital advancement in the workforce. Hiramatsu believes remote work can empower women, he also believes working from home can help reshape communities by expanding work opportunity no matter where potential candidates are located. (Chúláin, 2021) Will more companies move beyond zoom and how will they be able to keep employees engaged or at least interested enough to return to their offices?

With more companies opting in for hybrid work models, as well as a new proposed four-day work week. The workforce will undoubtedly be revolutionized before we know it, but will we be ready for the adaptations in time? Many companies should want to have a part in this new work model for the present and the future.

“Remote work and online communication are becoming increasingly normalized. The future of work may involve something far beyond the likes of Zoom. Big investments in technology hint at a metaverse that will open up the possibility of new forms of work called the “infinite office” and reshape the digital economy.” (Ascott, 2021)

Shifting gears into a new paradigm for the future workplace is a huge task and a much-needed reboot to fit today’s society.



Figure 1 (Jones, 2022)

Meanwhile in the Metaverse, employers are beginning to recruit potential candidates via job fairs and events alike. According to Stephen Jones the writer of, [I went to a metaverse recruitment fair with 30 companies and 200 attendees. The avatars were creepy but I liked it — take a look around.](#) —“All in all, I think the metaverse could work quite well as a recruitment platform in specific contexts.” (Jones, 2022). Despite what the naysayers believe, the Metaverse will impact the future of the workforce for all nations. Brining about a global diversity that will leave its mark for generations to come.

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